Appl. No. 10/719,700 Amdt. dated August 17, 2005 Reply to Office Action mailed February 17, 2005

## Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

## Listing of Claims:

Claim 1 (currently amended): A golf club shaft, comprising:

a tubular member of a prescribed longitudinal length, the tubular member having a butt end, a tip end, and a tapered portion therebetween[[,]] the tubular member further having:

a primary color paint layer provided along a majority of its the length of the tubular member, wherein the paint layer is comprised of a first color; and

a heat-transfer decal affixed to the paint layer and circumferentially surrounding the tubular member, the decal having a length of at least between about 5% to about 90% of the longitudinal length of the tubular member, the decal having a variable width profile that varies along at least a portion of the decal length, including a first width measured at a first tubular member location and a second width measured at a second tubular member location spaced apart from the first tubular member location, the first and second widths being between about 0% and to about 20% greater than the tubular member's outer circumference at the corresponding location, first and second tubular member locations;

wherein the decal comprises a second, third and fourth colors, including a band of the second color extending laterally 360 degrees about the tubular member, and wherein the second color is different from the first color.

Claim 2 (original): A golf club shaft as defined in claim 1, wherein the tubular member comprises a composite material having a plurality of layers of prepreg material.

Claim 3 (currently amended): A golf club shaft as defined in claim 1, wherein the first width is elong measured at a first end of the decal, and the second width is along measured at a second lateral end of the decal, the decal is aligned such that the first end is toward the butt end, of the tubular member and the second end is toward the tip end, and the first width is greater than the second width.

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Claim 4 (currently amended): A golf club shaft as defined in claim 1, wherein the first width of the decal is less than about 5% greater than the tubular member's outer circumference along the first width at the first tubular member location.

Claim 5 (currently amended): A golf club shaft as defined in claim 1, wherein the second width of the decal is less than about 5% greater than the tubular member's outer circumference along the second width at the second tubular member location.

Claims 6-20 (canceled).

Claim 21 (new): A golf club shaft as defined in claim 1, wherein the decal further comprises a third color, and wherein the third color is different from the first and second colors.

Claim 22 (new): A golf club shaft as defined in claim 21, wherein the third color extends laterally at least 181 degrees about the shaft and longitudinally at least 6.5 mm between the first and second tubular member locations.

Claim 23 (new): A golf club shaft as defined in claim 22, wherein the third color extends laterally 360 degrees about the shaft.

Claim 24 (new): A golf club shaft as defined in claim 21, wherein the decal further comprises a fourth color, and wherein the fourth color is different from the first, second, and third colors.

Claim 25 (new): A golf club shaft as defined in claim 1, wherein the decal further comprises a lateral band disposed at the first or second tubular member location.

Claim 26 (new): A golf club shaft as defined in claim 1, wherein the decal has a length less than about one-third the longitudinal length of the tubular member.

Claim 27 (new): A golf club shaft as defined in claim 26, wherein the decal has a length less than about one-fourth the longitudinal length of the tubular member.

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Claim 28 (new): A golf club shaft, comprising:

a composite tubular member of a prescribed longitudinal length, the tubular member having a butt end, a tip end, and a tapered portion therebetween;

a paint layer provided along a majority of the length of the tubular member, wherein the paint layer comprises a first color, and

a heat-transfer decal affixed to the paint layer and circumferentially surrounding the tubular member, the decal having a length less than about one-third of the longitudinal length of the tubular member, the decal having a width that varies along at least a portion of the decal length, including a first width measured at a first tubular member location and a second width measured at a second tubular member location spaced apart from the first tubular member location, the first and second widths being less than 5% greater than the tubular member's outer circumference at the corresponding first and second tubular member locations;

wherein the decal comprises a second color extending laterally 360 degrees about the tubular member, a third color extending laterally at least 181 degrees about the shaft and longitudinally at least 6.5 mm between the first and second tubular member locations, and a lateral band disposed at the first or second tubular member location, and wherein the first, second and third colors are mutually exclusive.